

East Keswick Parish Council

Communications Plan

18th November 2025 - 17th November 2026

1. Objectives

- Increase community engagement and awareness.
- Aid council communication.
- Improve transparency in council decisions.
- Attract volunteers or new councillors.
- Inform residents about events, services, and projects.

2. Target Audience

- East Keswick Parish Council.
- Residents (all age groups).
- Local businesses.
- Community groups and organizations.
- Non-residents who may have an interest in parish matters (e.g., nearby residents, visitors).

3. Key Messages

- What the Parish Council does and how it benefits the community.
- Updates on key projects, initiatives, or decisions.
- Opportunities for public participation (e.g., upcoming meetings, consultations).

4. Communication Channels

- **Website:** Keep the Parish Council website updated with meeting minutes, events, and news.
- **Social Media:** Update and maintain Parish Council Facebook page.
- **Whatsapp:** Update councillors on and discuss village issues as required.
- **Email Newsletters:** Use dedicated email to send updates when relevant.
- **Online Forums/Groups:** Engage with local online communities on platforms like Nextdoor or local Facebook groups.
- **Noticeboards:** Continue using parish noticeboards but also add QR codes linking to digital content.
- **Parish Council Annual Report:** Deliver to homes.
- **Local Press:** Share news or press releases with local newspapers or community magazines.
- **Events & Meetings:** Use parish meetings, coffee mornings, and other gatherings to engage directly.

5. Frequency & Content Schedule

- Regular social media posts.
- Monthly updates on website.
- Bimonthly print updates in Village News.
- EKPC Annual Report.

6. Tone & Style

- Clear & Concise: Avoid jargon and make the content accessible.
- Friendly & Engaging: Use a tone that is welcoming and inclusive.

7. Measuring Success

- Increase in website traffic.
- Growth in social media followers/engagement.
- Attendance at meetings and events.
- Feedback from the community (e.g. through surveys).

8. Adjustments & Feedback

- Regularly review the plan to see what works best.
- Adjust based on feedback from councillors and residents.